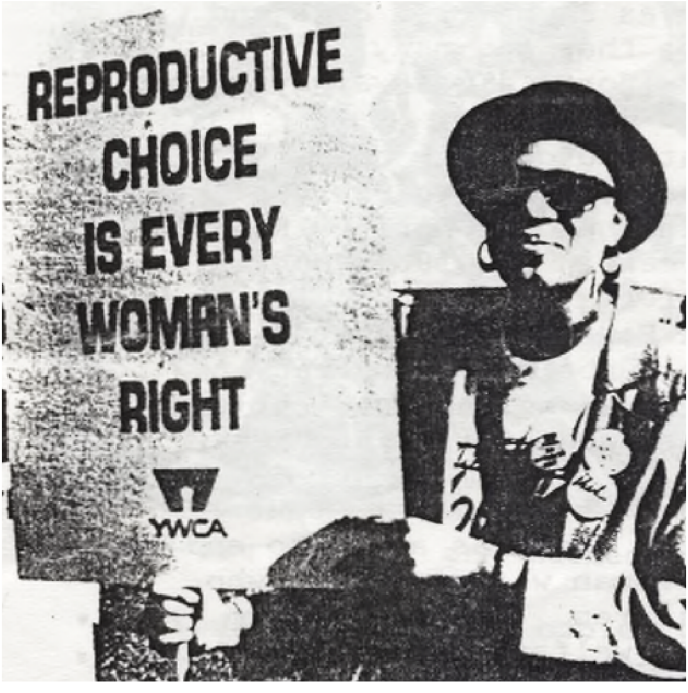
MATERIAL ADVOCACY



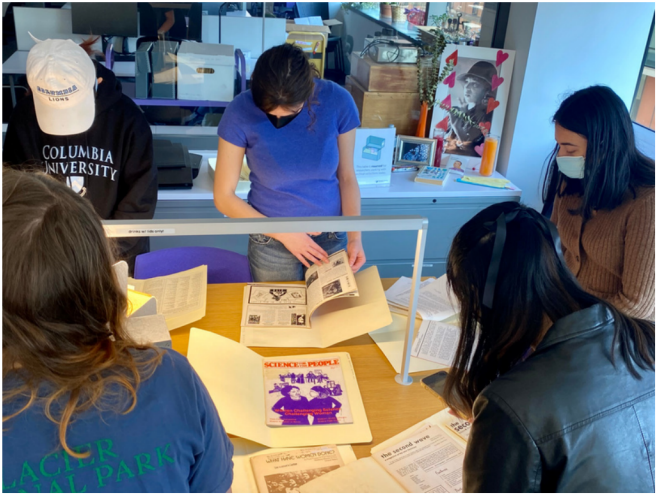
Feb 8, 2023 | Barnard Design Center

This zine was produced alongside the workshop “**Material Advocacy**” led by Rebecca Naegele, Design Center Coordinator, in spring 2023. This workshop was part of Athena Center's SPARK programming focused on protest.

After viewing relevant ephemera in the **Barnard Archives**, we learned how to ideate and materialize designs centered on reproductive justice with the **Design Center** and **Athena Center**.

We created original collaborative designs and translated them to historically relevant material forms including t-shirts, tote bags, and buttons in the Design Center.

We asked...



How do we visually represent our reproductive justice advocacy in social space?

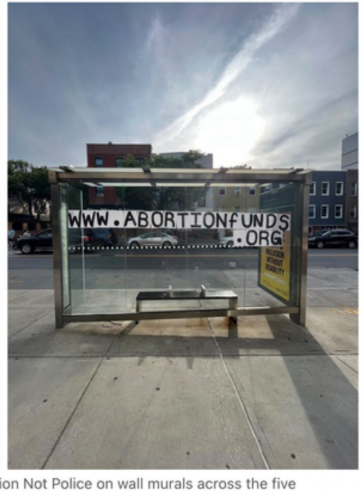
What is the importance of physical ephemera in protest movements today and in the past?

Why Material Advocacy?

Material Advocacy forms predate the internet and exist in our physical space.

Now, we also have digital / internet-based forms of advocacy

What are the benefits of using physical (material) advocacy in public space?



Feminist Collages NYC collaborated with Fund Abortion Not Police on wall murals across the five boroughs. (photos courtesy Feminist Collages NYC)

Barnard Archives Visit

Martha Tenney talked us through the resources at **Barnard Archives**, where we viewed graphic ephemera on repro-justice to inspire design ideation

Historical Advocacy

U.S. Suffragettes' handmade banners, sashes, leaflets, & leaflet carrier

Forms of Material Advocacy

Protest signs
Buttons / pins
Leaflet carrier / tote bag
Leaflets / fliers
Sashes
T-shirts
Banners
Posters
Zines

Protest Signage

Greenwich Village, 1913: Suffrage & Labor movement organizing and protest

Top: Norma McCorvey (Jane Roe) and her lawyer Gloria Allred outside the Supreme Court,1989

Bottom: Supreme Court protestor in 2022

Zines!

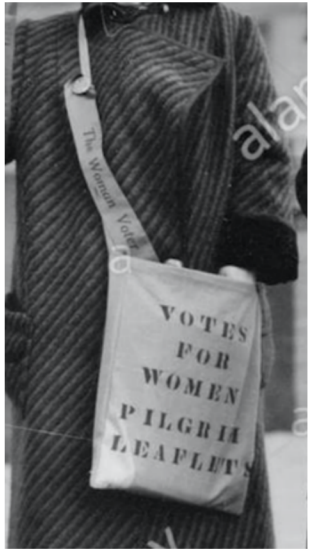
We referenced relevant graphic reproductive justice zines from **Barnard Zine Library**.

Who Is Fit for Motherhood?
REPRODUCTIVE CHOICE IS EVERY WOMAN'S RIGHT
YWCA
Why Abortion Is Not the Only Reproductive Right
abortion-positive coloring book for hard times
A guide to
Medication Abortion
for Barnumbia
WHY IS THE GOVERNMENT LIKE THIS
What is this thing called M.E.?
enjoy!

zines.barnard.edu/news/downloadable-reproductive-justice-zines

Leaflet Carrier

Suffragettes' functional object used to send a message to the public.



What do we notice?

- Typography
- Message
- Method of creation
- Scale of reproduction

We'll be making a contemporary version (tote bag) using dye sublimation image transfer technique

An illustration from Barnard Archives

Visual Analysis

- What do you see here?
- What do you see that makes you say that?
- What more can you find?

These questions prompt close observation and reflection through a method called **Visual Thinking Strategies** (VTS).

We can begin to understand how complex ideas are represented visually and learn how to communicate our own ideas through design and art.

Contemporary Protest Signage

What themes are conveyed through the visual information here?

Consider that these signs are hand-drawn. What does that say?

Consider color palette, layout, font, graphics. What do we see?

Visual Representation

Themes of relevant topics include reproductive anatomy, religion, and liberation

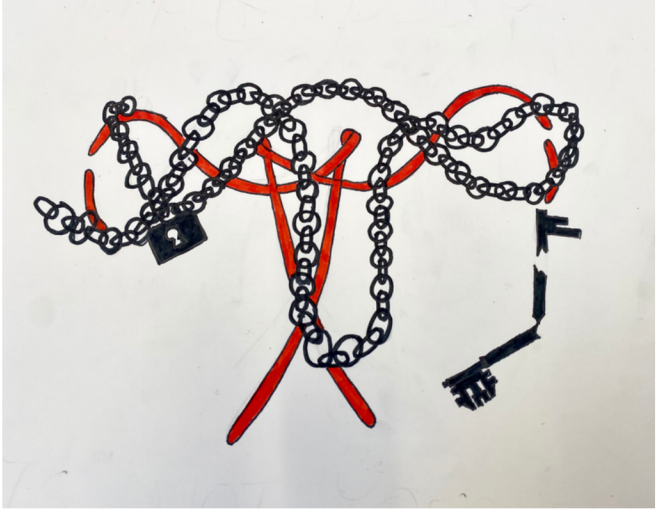
Contemporary Themes

Themes of relevant topics include the separation of church and state, political parties, religious ephemera

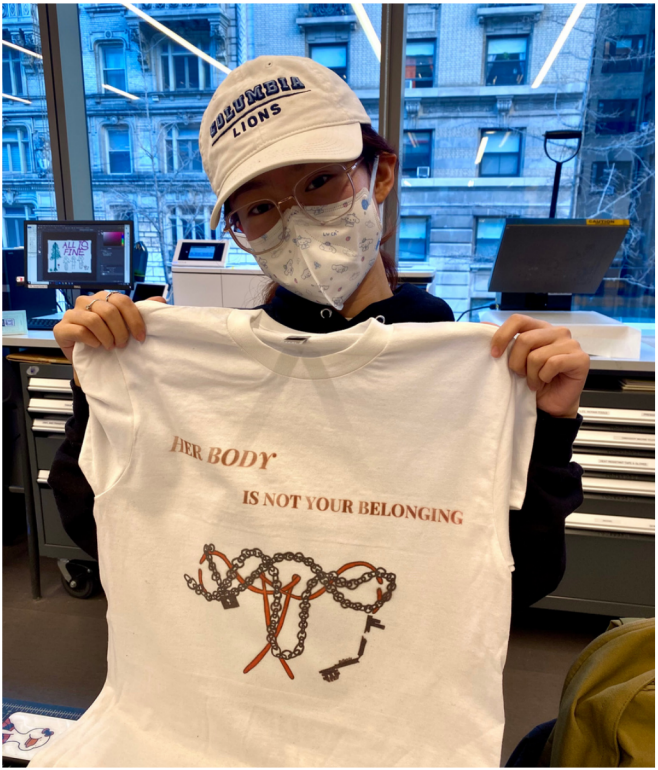
Drawing

Workshop participants translated their own ideas of reproductive justice into visual concepts by sketching

Final Designs



Preliminary sketches were collaboratively refined and finalized, becoming designs printed onto tote bags, t-shirts and buttons



Design and text was heat transferred to a t-shirt using dye sublimation process

Designs were scaled down and printed to become buttons to be worn and shared

Projects

Projects

We were blown away by the original designs created in this workshop!

This workshop was conceptualized, planned and led by Rebecca Naegele, Design Center Coordinator, 2023 in collaboration with the Athena Center for Leadership and Barnard Archives